

Organ plays at 9, 11 and 4:50  
Melody and Chimes at Noon

WANAMAKER'S

STORE OPENS AT 9  
Daylight-Saving Time

WANAMAKER'S

STORE CLOSSES AT 6  
Daylight-Saving Time

WANAMAKER'S

WEATHER  
Generally Cloudy

# A Mighty Store, Reared of Steel and Granite to Withstand the Test of Years, and Just So Good Are the Things Within It

**Some One Said Today to the Writer**  
"Your Store Is in a Class by Itself"

It is the intention of my son and myself and our capable managers and assistants, as merchants, to so frame our methods of business that they shall serve the interest of the public in the highest possible degree.

In competing with others for public favor, no expedient shall be permitted that will not bear close examination. Better to fail in attracting attention than to fall into rivalry with others and deceive people, especially unwary persons, by statements that the trade knows to be false.

We study to get first qualities and, having the largest sales outlets in the city, we can afford to make lowest possible prices without reducing qualities.

[Signed] *John Wanamaker*

June 27, 1922.

**A Chest of Silver for the Bride-to-Be**

It may be a large chest or a small one with only the most necessary pieces in it—but you may be sure the gift will be very welcome.

The smallest chest contains thirty pieces of Clermont sterling silver and is \$100 complete. The largest chest has 106 pieces of a very handsome English hall-marked silver at \$900. There are seven period patterns of sterling silver in between the two prices and chests of many different pieces. Or we will make up chests to your order in any but the English silver.

Also the knives, forks, spoons and various serving pieces may be bought by the dozen or half-dozen and then added to later.

(Main Floor)



**Twenty-Six Pianos Are Not Quite What They Should Be**

EVERY now and then to assure the integrity of our stocks and to keep them absolutely up to the mark we have a most critical expert examination made of all the pianos that we own.

The result of this survey just made indicates that we have in our stocks 26 pianos that in the judgment of the expert "have nothing the matter with them, but they are not quite what they should be."

The explanation of this curious sentence is that there are four Lindeman upright pianos, three Lindeman grand pianos, eight Emersons and eleven Schomackers that cannot be sold as absolutely perfect because their case designs and measurements are to a slight degree imperfect and sub-standard.

We cannot have these instruments in our stocks. We must let them go right away.

Therefore, in spite of the fact that they are certainly perfect in every musical quality and so nearly perfect in case and design that not one person in a hundred could ever tell you there was anything wrong with them at all, we have reduced the prices to sell them at once and let them go as follows:

**Four Lindeman upright pianos reduced from \$435 to \$350.**  
**Six Emerson upright pianos reduced from \$550 to \$475.**  
**Two Emerson upright pianos reduced from \$585 to \$500.**  
**Three Schomacker player-pianos reduced from \$1250 to \$900.**  
**Three Lindeman grand pianos reduced from \$785 to \$695.**  
**Three Schomacker upright pianos reduced from \$750 to \$675.**  
**Two Schomacker upright pianos reduced from \$725 to \$600.**  
**Two Schomacker grand pianos reduced from \$1150 to \$900.**  
**One Schomacker grand piano reduced from \$1250 to \$1100.**

While it may not appear that these reductions are in any case sensational, they are all actual, and in every case represent a saving out of all proportion to the slight imperfection responsible for them.

Like all our pianos, these will be sold upon terms most convenient to the purchaser; and it may be that you have already an old piano that we will accept in part payment for one of these.

(Egyptian Hall, Second Floor)

**Another Big Group of One-Gallon Vacuum Jars Has Come at a Substantially Lower Price, \$7.85**

Which is almost half of regular.

A shipment running into the hundreds and every one perfectly built and up to standard in every detail.

Unusually timely, too, being just before the Fourth, with hundreds of motor parties, boaters, campers and followers of the great outdoors wondering how to take a cool, refreshing beverage for the whole party.

Cool things to drink or cool things to eat will stay cool for hours in a vacuum jar. And the gallon size is certainly large enough.

Every jar solid and good for years. Being contained within a hardened aluminum ribbed jacket makes it all but unbreakable. And the 4-inch opening at the top makes it possible to carry food as well as liquid.

While the group lasts—special, \$7.85.

(Fourth Floor)



**TALK is cheap and it gets on the nerves in hot weather—but a fact is a fact and it is something to depend upon. A whole army of facts have led Men Who Know the Value of a Dollar to Buy Their Clothes at Wanamaker's**

It is because of talk that some men have conjured visions of getting a whole lot for nothing and raced out and got into clothes that made them look ridiculous.

Then came sobering facts. The fact that when clothes get below a certain level they cease to be clothes. And that fact is proven—after a few weeks of wear the suit that a man was "talked into buying" begins to look as if it would have been expensive at half the price.

It's a mighty safe course to stick to facts and it's a fact that all this great Wanamaker business grew out of a clothing store. Moreover, it's a fact that any clothing store that could start such a remarkable business and serve three generations of so many thousands of families must provide mighty good clothing.

Three-piece Summer suits that have style tailored in to stay are here in every color, every fashion, between \$35 and \$50 with the greatest choosing at \$40 and \$45.

(Third Floor)

**Women's Pongee Dresses From Porto Rico—Special at \$18.75**

Cool, airy dresses with the best of hand-drawnwork, and fine hand sewing upon them, and really quite wonderful for the money. If they were not a delayed shipment their price would be at least \$10 more.

There are nine styles, with long and elbow sleeves, and various necks and various decorations of drawwork, and all cut on the chemise order, although some have belts over the elastic which gather the fullness around the waist. Sizes are 36 to 42 inches.

(First Floor)

**Undermuslins for Large Women**

Low-necked nightgowns are nainsook, lace and embroidery trimmed, \$1 to \$3.75.

Nightgowns of cotton crepe, pink, blue and orchid, figured, \$1.85 to \$2.

Corset covers, embroidery and lace trimmed, 65c to \$1.50.

Short petticoats, 50c to \$1.50.

Long petticoats with embroidery flounces, \$1.50 to \$2.85.

Others with lace trimming, \$2.25 to \$7.50.

Batiste step-ins, pink and white, \$1 and \$1.50.

Bloomers of cotton crepe, pink and white, \$1.25.

(Third Floor)

**200 Women's Silk Umbrellas at \$7.50**

Quite pretty enough to use for either sun or rain, for they are covered with navy, green, purple or garnet silk with wide grosgrain border.

The handles, too, are especially attractive—many different styles in imitation amber, bakelite or plated leather, with rings or leather straps to go over the arm.

Some of the handles are sterling silver trimmed.

(Main Floor)



**A Handsome Iron Bridge Lamp With Shade for \$4.25**

Parchment shades are preferred for iron lamps. Therefore we suggest this combination:

Iron bridge lamp.....\$3  
Parchment shade.....\$1.25  
\$4.25

But the combination is not compulsory. We will sell the lamp for \$3 and you can buy any sort of shade you like.

We even have some as low as \$1, but we like the \$1.25 one better for this lamp.

(Fourth Floor)

**Striped Poplin Shirts That Look Much Like Silk!**

but have the wearing ability that only cotton can give are here at \$5.50.

Really beautiful shirts in pin stripes or slightly wider stripes in all the colors a man cares for, some gay, some quieter.

And the luster that comes from being highly mercerized makes them especially attractive in Summer.

(Main Floor)

**50 Capes of Knitted Wool—Now \$17.50 to \$25**

They are odds and ends of regular stock, and consequently are in many styles and several colors—green, gray, blue, black, white, russet and various plaid effects. Some of the capes have long stole revers ending in pockets and some have scarfs and all of them are excellent for shore and motoring uses.

(First Floor)

**Fine Striped Tissue at the Phenomenal Price of 18c**

6000 yards, constituting a maker's end-of-season overlot. 18c a yard is little more than one-third regular season's price.

(West Aisle)

**White Wash Blouses for Girls**

In barred muslin, dimity, lawn, batiste and tub silk, prettily trimmed with ruffles, lace or colored embroidery, mostly with short sleeves, \$1.25 to \$5.

For girls from six to sixteen years.

(Third Floor)

**Clearing Away Silk Sweaters at \$12**

Odds and ends of our prettiest silk sweaters—slip-ons mostly—in lovely colors, blues, greens, tans, grays and whites, besides darker colors. They have high and V necks and are the most desirable sweaters imaginable to make part of a holiday costume.

Their new price averages half of what they sold for earlier in the season.

(First Floor)

**The Candy Surprise for the Fourth**

How the children will enjoy it! It is a great big box with boxes of all their favorite candies and it is tied with red, white and blue ribbon. The price is \$2 complete for all of the following:

One pound of assorted chocolates.  
One pound of cream almonds.  
One pound of assorted caramels.  
One pound of plated cream mint.  
One cannon cracker filled with gum drops.  
A box of assorted cream wafers.  
Two snapping bonbons.

(Down Stairs Store)

**A Better Kind of Hammock Is Here at \$20**

The points of betterment are the upholstering of the seat and back, the abundance of the pure white cotton stuffing, the improved springs and the generally superior finish.

The springs have eleven helicals, or spirals.

The seat is really a cushion, not a pad.

It is button-tufted and the buttons are of metal, cloth covered.

In addition to the usual springs at either end it has two on either side.

Altogether a neat, trim, workmanly looking hammock.

(Seventh Floor)

**How Many Queer Patterns Could Foulard Neckties Put On?**

Many a man would like to know—queer patterns, but neat to be sure, and mighty popular with men, for of all ties, the foulard is his favorite in Summer.

Who can tell how many patterns foulard ties really could have? But a look at the foulards here at 50 cents will give a pretty good idea.

Bandana styles, small figures and dots, patterns of many sizes, forms and colors.

There are bat-wing ties or four-in-hand ties and many are worth a great deal more—some twice as much.

(Main Floor)

**On Each Bright Summer Day a Young Woman Will Want Cool, Airy Frocks**

For Instance, Voile Dresses for Warm Afternoons

Dainty, cool and inexpensive, all of which adds to their popularity.

So many young women come in to look around, find any number of new and pretty styles that they haven't seen before and enthusiastically order several voile dresses at once.

Usually there is not a stitch of alteration needed. In both checked and plain colors, some being trimmed with organdie ruffles, picot edged tabs of the voile, insets of lace or hand-drawn-work or hand-embroidery. One model is entirely hand made. They are \$11.50, \$12.50, \$16.50 and \$17.50. Sizes 14 to 20 years.

(Second Floor)

**Two Fashions Meet in the White Beaded Handbags**

White is fashionable for Summer, while beads are really a rage. And here are white beaded handbags.

As delicate and filmy and beautiful as any flower could be. From the bottom they are solidly beaded three-quarters of the way to the top and then lustrous white.

(Main Floor)

**For Sports**

Afield, afloat or anywhere the lure of outdoors may lead the pleasure seeker on the Fourth—the proper equipment is in the Wanamaker Sporting Goods Store.

**For the Golfer**

A wonderful selection of the finest golf clubs from England and Scotland.

Drivers, brassies and spoons—\$5.

Mid-irons, mashies, niblicks, jiggers and putters—\$5.

All standard makes of golf balls are here at \$3.75 to \$12.

Golf bags, \$1 to \$25.

Golf sundries of every kind.

**For the Tennis Player**

An unusually large selection of rackets from the best makers.

Bancroft rackets include the "Internationalist" at \$12.50 and the "American" and "Champion" at \$10. Other Bancroft models are \$3.50 to \$8.

Slazenger rackets include the "I. Z." at \$13.50, the "Deherty" at \$12.50.

Lee rackets include "Monogram," "Maxine," "Bat" and "Dreadnought Driver," \$13.50 to \$15.

Spalding, Wright and Ditson and Beach rackets in fine choice at \$2.50 to \$13.50.

Championship tennis balls, 50c each.

Tennis nets, posts, marking tapes, court markers, racket covers, pressers and all other accessories of the game.

**For Water Sports**

Kennebec canoes, five different models, all sizes and a good assortment of colors—\$65 to \$75.

Yacht tenders, roomy and seaworthy, 9 ft., \$80; 10 ft., \$90.

Outboard rowboats, \$72 to \$95.

Flat-bottom fishing dories, 10 ft., \$42; 12 ft., \$52.

Cable outboard motors, complete and ready to attach to boat, \$75 to \$130.

Evinrude outboard motors, complete, \$100.

Canoe paddles, oars, back rests, cushions, boat lamps, anchors and other needfuls.

(The Gallery)

**Bathing Suits**

Men's and women's one-piece swimming suits, all-wool, \$3.

All-silk one-piece suits, \$7.50.

Pacific Coast-style suits, \$3.50 to \$15.

Two-piece suits of wool with silk stripes, for men, \$5.50 and \$6.

Lifeguard suits (blue flannel trunks that hold the color in any water), \$2.50 and \$3.

White sleeveless shirts of pure worsted, \$2 to \$3.50.

Boys', girls' and children's bathing suits, in fine selection, \$2.25 to \$4.

Bathing caps, swimming wings, surf-boards and other supplies also.

**For the Camper**

Everything to make camping trips enjoyable.

Wall tents, automobile tents, trailers, close-to-nature houses.

Camp blankets, rubber blankets, camp clothing of every description, camp stores, camp furniture.

Axes, hunting knives, mess kits, waterproof carrying bags, fishing tackle, rifles, revolvers, canvas stools in a large variety of styles.

Several styles of moccasins. Sweaters to suit everybody.

**For the Automobile**

Empire cord tires from \$13.50 for size 30x3 1/2 ft. to \$39.75 for size 37x5 ft.

Empire fabric tires, for Ford cars, size 30x3 1/2 ft., \$9.50.

Also inner tubes, motor restaurants, folding chairs, and other things of necessity, comfort and helpfulness.

**For Other Pastimes**

Cameras of every description, also photographic sundries.

Baseball equipments in full choice.

Bicycles for men, women, boys and girls.

Shaker-knit sweaters.

Practically everything for every sport worth the name.

**A Man Getting Fitted Up for the Holiday Surely Wants White Shoes**

For sports or strolling or just lounging around—white shoes are the proper finish for a man's Summer costume.

Perhaps not plain white, for there are smart buckskin shoes with tan calf trimmings, others are all white with brogue toes and perforations, others the sports last with a tan saddle at the instep.

Some have the white ivory soles and heels, others rubber soles and low rubber heels, while still others are rubber soled and heeless.

Priced \$10.50 and \$11.

(Main Floor)

**Many New Gingham Dresses Are Here for Vacations**

Pretty colored checked gingham dresses such as every one is wearing for mornings and some wear them for afternoons as well.

There are straight-line dresses with belts (in certain cases the belts are of leather), dresses with bloused waist lines, collarless styles and others with collars of linen, pique or organdie.

Often there is a bit of hand embroidery in the form of cross stitching or black silk buttonholing on the collar and cuffs. And one of the prettiest models is of imported gingham with insets of white linen. Prices are \$7.75, \$8.50, \$11.50 and \$17.50 for 14 to 20 year sizes.

(Second Floor)

**Women Are Talking About Open-Work Silk Stockings Being Only \$3.50 the Pair**

It has been years since such a thing has come to pass.

Women are buying a half a dozen or a dozen pairs at a time, and little wonder, for it is an opportunity extraordinary.

Perfect stockings of splendid silk, in many different designs, and what is more fashionable than open-work clocked silk stockings.

There are plenty of black or white ones as well as the gay colors shoes and gowns are in.

(First Floor)

**New American Dinner Sets at a Low Price—\$27.50**

This is a little over half the regular figure.

Sets of 106 pieces in a wide semi-conventional border decoration of green and gold tan with flower basket medallions. Each piece has coin-gold handles and gold edges with an inner hairline. Now \$27.50 a set.

Sets of 52 pieces of the same ware can be had at \$12.50.

(Fourth Floor)

**Gingham Lamp Shades**

have suddenly become popular, and we have just now some very attractive ones of rose, red, lavender and green; 8, 10 and 12 inches in diameter, price, \$1.35 to \$10.

(Fourth Floor)

**Have Your Blankets Cleaned**

by our Sanitary Process, which makes them sweet, soft, spotless and to look like new.

They will be stored without charge until you are ready for them in the Fall.

Single blankets, 75c.  
Double blankets, \$1.50.  
Telephone Mittenhouse 1000.

**New Serapi Carpets at Low Prices—\$150 to \$225**

Sizes from 12.5x9.6 to 13.7x 10.9 ft. Not for many years have we had carpet-size Serapis at such low prices.

They are of serviceable quality, not the fine grade, naturally, but good at the prices.

Bold figures, medallion centers. Colors less vivid than in the general run of Serapi pieces.

Reddish browns, oceru, blue, tan and rose.

(Seventh Floor)